



AGENDA TITLE: Adopt resolution establishing and adjusting rental fees for Hutchins Street Square

(COM)

MEETING DATE: March 1, 2006

PREPARED BY: Steve Baker, Interim Community Center Director

RECOMMENDED ACTION: Adopt resolution approving establishing and adjusting rental fees for

Hutchins Street Square.

BACKGROUND INFORMATION: In March of 1998, the City Council approved the establishment of

rental fees for Hutchins Street Square which included the amount of fees and deposits to be charged for the use of facility space as well as ancillary or supplemental equipment. Between 1998 and 2002,

those rental fees were steadily increased to what is shown on Exhibit 1 under "Current" fees.

After benchmarking rental fees of other local and regional facilities; and after careful analysis of the community center's current occupancy rates, staff recommends that current rental rates remain in place for the higher traffic days of Thursday through Saturday. For Sundays through Wednesdays, staff recommends offering a discount of 12-50% (depending on the specific space) to encourage greater utilization. Additionally, staff proposes that exterior areas of the Square have rental charges associated with their use as noted on the attached exhibit.

The Hutchins Street Square Board of Directors and the City's Budget Committee have reviewed this proposal.

In fiscal year 2004-05, the Square's activities generated revenues of \$487,455 – recovering approximately 35% of the Square's operating costs.. The budgeted goal for 2005-2006 is 43% cost recovery.

Attached for your consideration are exhibits showing 1) current and proposed rental fees; 2) current occupancy rates; and 3) cost recovery breakdowns for last fiscal year and the budgeted recovery for this fiscal year.

FISCAL IMPACT: The City should realize additional revenues in the form of additional

rentals of the Hutchins Street Square facility.

FUNDING: None no funding is required for this proposal.

Steve Baker.

Interim Community Center Director

APPROVED: Blair King, City Manager

Community Center - Hutchins Street Square Proposed Fee Adjustments

Danistin				ser				User				
Description			Gro	oup A Proposed			Group B Proposed					
	Current	Sun-Wed	Discount		Thur-Sat	DEPOSIT	Current	Sun-Wed	Discount	DEPOSIT	Thur-Sat	DEPOSIT
PRICE PER DAY	•						• • • • • • • • • • • • • • • • • • • •		2.000			
ENTIRE INSIDE SQUARE*	\$0	\$3,500	36%	\$3,000	\$5,500	\$3,000	\$0	\$2,500	16%	\$3,000	\$3,000	\$3,000
ENTIRE INSIDE/OUTSIDE SQUARE*	\$0	\$4,500	30%	\$4,000	\$6,500	\$4,000	\$0	\$3,250	18%	\$4,000	\$4,000	\$4,000
CPL THEATRE	\$1,500	\$750	50%	\$700	\$1,500	\$700	\$700	\$500	28%	\$700	\$700	\$700
KIRST HALL	\$1,400	\$1,000	28%	\$600	\$1,400	\$600	\$600	\$500	16%	\$600	\$600	\$600
CRETE HALL	\$850	\$600	29%	\$400	\$850	\$400	\$400	\$350	12%	\$400	\$400	\$400
DAPHNE'S KITCHEN	\$400	\$250	37%	\$200	\$400	\$200	\$200	\$150	25%	\$200	\$200	\$200
THOMAS THEATRE	\$600	\$350	41%	\$300	\$600	\$300	\$300	\$200	33%	\$300	\$300	\$300
AMPHITHEATRE	\$600	\$350	41%	\$300	\$600	\$300	\$300	\$200	33%	\$300	\$300	\$300
COTTAGE ROOM	\$400	\$250	37%	\$200	\$400	\$200	\$200	\$150	25%	\$200	\$200	\$200
PISANO ROOM	\$400	\$250	37%	\$200	\$400	\$200	\$200	\$150	25%	\$200	\$200	\$200
COTTAGE~PISANO COMBINED	\$700	\$475	32%	\$400	\$700	\$400	\$400	\$275	31%	\$400	\$400	\$400
GREEN ROOM (per hour)	\$30	\$20	33%	\$15	\$30	\$15	\$15	\$10	33%	\$15	\$15	\$15
DOTUMDA (orban no abban ana a is a anta di												
ROTUNDA (when no other space is rented)	\$600	\$450	25%	\$300	\$600	\$300	\$300	\$250	33%	\$300	\$300	\$300
ARTS CLASSROOM (per hour)	\$0	\$25	0%	\$20	\$25	\$20	\$0	\$15	16%	\$20	\$20	\$20
SENIOR CENTER (per hour; after closing)	\$0	\$25	50%	\$30	\$50	\$30	\$0	\$20	33%	\$30	\$30	\$30
POOL (per hour; after closing)	\$0	N/A	n/a	\$65	\$70	\$65	\$0	N/A	N/A	\$65	\$65	\$65
OMEGA-NU STAGE/West Park**	\$0	\$750	37%	\$650	\$1,200	\$650	\$0	\$450	30%	\$650	\$650	\$650

		Us	User				
PRICE PER DAY		Gro	up C		Group D		
			Proposed				
	Current	Sun-Wed	Discount	Thur-Sat	Sun-Sat	Sun-Sat	
ENTIRE INSIDE SQUARE*	\$0	\$1,300	13%	\$1,500	\$0	\$0	
ENTIRE INSIDE/OUTSIDE SQUARE*	\$0	\$1,700		\$2,000		\$0	
CPL THEATRE	\$350	\$250	28%	\$350	\$0	\$0	
KIRST HALL	\$300	\$250	16%	\$300	\$0	\$0	
CRETE HALL	\$200	\$175	12%	\$200	\$0	\$0	
DAPHNE'S KITCHEN	\$100	\$75	25%	\$100	\$0	\$0	
THOMAS THEATRE	\$150	\$125	16%	\$150	\$0	\$0	
AMPHITHEATRE	\$150	\$125	16%	\$150	\$0	\$0	
COTTAGE ROOM	\$100	\$75	25%	\$100	\$0	\$0	
PISANO ROOM	\$100	\$75	25%	\$100	\$0	\$0	
COTTAGE~PISANO COMBINED	\$200	\$150	25%	\$200	\$0	\$0	
GREEN ROOM (per hour)	\$0	\$0	0%	\$0	\$0	\$0	
ROTUNDA (when no other space is rented)	\$150	\$100	33%	\$150	\$0	\$0	
ARTS CLASSROOM (per hour)	\$0	\$0	n/a	\$0	\$0	\$0	
SENIOR CENTER (per hour; after closing)	\$0	\$0	n/a	\$0	\$0	\$0	
POOL (per hour; after closing)	\$0	N/A	n/a	\$60	\$0	\$0	
OMEGA-NU STAGE/West Park**	\$0	\$300	14%	\$350	\$0	\$0	

Group A: Individuals; for-profit businesses
Group B: Local non-profits with a 501(c)(3) designation
Group C: City Associates (Arts Commission; HSS Instructors; other appointed boards, commissions groups)
Group D: City (subject to bump w/in 30 days of a Group A booking)

NOTE: Security Deposits will be collected on rentals for Groups A & B equal to the full rental rate for Thur-Sat of Group B.

*Inside of Square = Theatre, Rotunda, Kirst Hall, Crete Hall, Daphne's Kitchen, Thomas Theatre, Cottage/Pisano Rooms ONLY

**Whole West Park must have approval of City Manager first

Rental Fees $\underline{\text{do not}}$ include charges for additional items, security guards or other labor

Supplemental/ Ancillary Equipment Rental Fees

				Deposit -	Deposit -
Item	Current Fee (ea.)	Proposed Fee (ea.)	Set-up	On-site use	Off-site Use
Easels (metal)	\$0	\$5	\$0	None	\$100
Easels (wood - see Arts Comm)	\$0	\$10	\$0	None	\$200
Art Panel w/ hangers	\$25	\$25	\$0	None	n/a
8 x 6 x 24 riser (stage)	\$30	\$50	\$0	None	\$1,000
8 x 6 x 8 riser (stage)	\$30	\$30	\$0	None	\$1,000
8' wood beverage bar	\$0	\$95	\$0	None	n/a
6' wood beverage bar	\$0	\$75	\$0	None	n/a
5' projection screen	\$30	\$30	\$0	None	\$150
Podium (Amplified)	\$30	\$30	\$0	None	n/a
Overhead projector w/ table	\$40	\$40	\$0	None	\$250
TV/VCR combo	\$30	\$30	\$0	None	n/a
Tent Canopy - 10' x 10'	\$40	\$95	\$0	None	\$500
Tent Canopy - 20' x 30'	\$40	\$300	\$0	None	\$1,000
THEATRICAL					
STRIP LIGHTS	\$10	\$10	\$0	None	n/a
FIXED LIGHTS	\$2.50	· ·		None	n/a
SPOTLIGHTS	\$25	· ·	·	None	n/a
ORCHESTRA SHELL	\$150	· ·		None	n/a
MUSIC STAND LIGHTS	\$1.50	·		None	n/a
PIANO RENTAL (CPL)	\$250	-	·	None	n/a
PIANO RENTAL (Kirst)	\$240	· ·		None	n/a
PIANO TUNE	prevailing rate + 10%	prevailing rate + 10%	\$0	None	n/a
Piano moving	prevailing rate + 10%	prevailing rate + 10%	\$0	None	n/a
LEVEL ONE TECH per 8 hrs	\$300	, ,	·	None	n/a
LEVEL ONE TECH OT/per HR	\$55	'	·	None	n/a
LEVEL TWO TECH per hour	\$16	·		None	n/a
LEVEL TWO TECH OT/per HR	\$24		·	None	n/a
Tables/Chairs Set Up-Tear Down	n Fee				
- Banquet Kirst	\$0	\$0	n/a	None	n/a
- Banquet Crete	\$0	· ·		None	n/a
- Banquet Thomas	\$0			None	n/a
- Banquet Cottage/Pisano	\$0			None	n/a
- Lecture Kirst	\$0			None	n/a
- Lecture Crete	\$0			None	n/a
- Lecture Thomas	\$0			None	n/a
- Lecture Cottage/Pisano	\$0			None	n/a
_					
Linens (white only/all sizes)	\$0	\$10	\$0	None	n/a
Coffee pot - 100 cup	\$0	\$25	\$0	None	\$100
Coffee pot - 50 cup	\$0		\$0	None	\$75
Security Guard	prevailing rate + 10%	\$17/per hr	\$25/per hr	for OT	
Insurance	prevailing rate				
NOTE: n/a = item NOT available	for use off-site				

OCCUPANCY PER SPACE/PER DAY (ALL CLIENTS - July thru Sept 2005)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOT AVG
Kirst Hall	0%	0%	100%	100%	25%	38%	92%	51%
Crete Hall/kitchen	0%	7%	53%	100%	42%	33%	26%	37%
Thomas Theatre	0%	61%	100%	76%	100%	57%	30%	61%
Cottage Room	8%	0%	7%	92%	58%	50%	15%	33%
Pisano Room	0%	46%	7%	46%	50%	14%	7%	24%
Wishek Amph	0%	23%	53%	53%	33%	7%	0%	24%
CPL Theatre	7%	0%	0%	15%	16%	7%	15%	9%
Green Room	7%	7%	60%	61%	16%	21%	8%	26%
Arts Classroom	0%	76%	92%	84%	83%	64%	38%	62%
TOT AVG	2%	24%	52%	70%	47%	32%	26%	36%

OCCUPANCY PER SPACE/PER DAY (PAID CLIENTS ONLY - July thru Sept 2005)*

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOT AVG
Kirst Hall	0%	0%	0%	7%	7%	14%	92%	17%
Crete Hall/kitchen	0%	0%	0%	100%	7%	28%	30%	24%
Thomas Theatre	0%	0%	15%	15%	0%	0%	0%	4%
Cottage Room	0%	0%	0%	7%	7%	7%	15%	5%
Pisano Room	0%	0%	0%	0%	7%	0%	7%	2%
Wishek Amph	0%	0%	0%	7%	0%	0%	0%	1%
CPL Theatre	8%	0%	0%	15%	15%	7%	15%	9%
Green Room	0%	0%	0%	11%	0%	0%	0%	2%
Arts Classroom	0%	0%	0%	0%	0%	0%	0%	0%
TOT AVG	1%	0%	2%	18%	5%	6%	18%	7%

^{*}Arts Education classes not included

^{*}Wednesday client in Crete Hall = Delta Blood Bank who is already paying a reduced rate. New rates would bring them into compliance.

2004-05 Cost Recovery Analysis

	Expenses	Revenue	% Recovered
PAT	\$231,927	\$82,678	35%
PAT-Box Office	\$181,927		
Administration	\$50,000		
RENTALS	\$150,000	\$176,675	115%
Administration	\$50,000		
Maintenance	\$100,000		
ARTS EDUCATION	\$156,262	\$115,352	74%
Arts Classes	\$136,262		
Maintenance	\$20,000		
POOL	\$169,088	\$90,152	53%
Swimming	\$119,088		
Maintenance	\$50,000		
YOUTH COMMISSION	\$38,160	\$21,738	57%
GIFT BOXES	\$1,036	\$652	63%
OTHER*	\$663,533	\$208	>1%
Administration	\$235,834		
Maintenance	\$192,342		
Arts & Culture	\$122,045		
Arts Commission	\$1,468		
Public Art	\$0		
Senior Center	\$111,821		
Senior Commission	\$23		
TOTALS:	\$1,410,006	\$487,455	35%

2005-06 Cost Recovery Analysis (Estimated)

	Expenses	Revenue	% Recovered
PAT	\$211,150	\$139,000	66%
PAT-Box Office	\$161,150		
Administration	\$50,000		
RENTALS	\$160,500	\$160,500	100%
Administration	\$50,000		
Maintenance	\$110,500		
ARTS EDUCATION	\$125,238	\$114,000	91%
Arts Classes	\$105,238		
Maintenance	\$20,000		
POOL	\$162,210	\$97,000	60%
Swimming	\$112,210		
Maintenance	\$50,000		
YOUTH COMMISSION	\$41,740	\$25,000	60%
GIFT BOXES	\$1,300	\$2,300	177%
OTHER*	\$580,562	\$7,500	1%
Administration	\$213,050		
Maintenance	\$131,400		
Arts & Culture	\$137,062		
Arts Commission	\$1,100		
Public Art	\$2,600		
Senior Center	\$94,400		
Senior Commission	\$950		

\$1,282,700 \$545,300

43%

TOTALS:

RESOLUTIONNO. 2006-38

A RESOLUTION **OF** THE LODI CITY COUNCIL APPROVING THE ESTABLISHMENT OF RENTAL FEES FOR HUTCHINS STREET SQUARE

BE IT RESOLVED that the Lodi City Council does hereby approve the establishment of rental fees for use of facilities at Hutchins Street Square, as shown on the attached Exhibit A and made a part of this Resolution.

Dated: March 1,2006

I hereby certify that Resolution No. 2006-38 was passed and adopted by the City Council of the City of Lodi in a regular meeting held March 1, 2006, by the following vote:

AYES: COUNCIL MEMBERS - Beckman, Johnson, Mounce, and

Mayor Hitchcock

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - Hansen

ABSTAIN: COUNCIL MEMBERS - None

SUSAN J. BLACKSTON

City Clerk

EXHIBIT A

Community Center - Hutchins Street Square **Proposed Fee Adjustments**

Description	User Group A						User Group B					
				Proposed			CW III LAND			Proposed		
	Current	Sun-Wed	Discount	DEPOSIT	Thur-Sat	DEPOSIT	Current	Sun-Wed	Discount	DEPOSIT	Thur-Sat	DEPOSIT
PRICE PER DAY												
ENTIRE INSIDE SQUARE®	\$0	\$3,500	36%	\$3,000	\$5,500	\$3,000	ŞI	\$2,500	16%	\$3,000	\$3,000	\$3,000
ENTIRE INSIDE/OUTSIDE SQUARE®	\$0	\$4,500	30%	\$4,000	\$6,500	\$4,000	\$1	\$3,250	18%	\$4,000	\$4,000	\$4,000
CPL THEATRE	\$1,500	\$750	50%	\$700	\$1,500	\$700	\$700	\$500	28%	\$700	\$700	\$700
KIRST HALL	\$1,400	\$1,000	28%	\$600	\$1,400	\$600	\$600	\$500	16%	\$600	\$600	\$600
CRETE HALL	\$850	\$600	29%	\$400	\$850	\$400	\$400	\$350	12%	\$400	\$400	\$400
DAPHNE'S KITCHEN	\$400	\$250	37%	\$200	\$400	\$200	\$200	\$150	25%	\$200	\$200	\$200
THOMAS THEATRE	\$600	\$350	41%	\$300	\$600	\$300	\$300	\$200	33%	\$300	\$300	\$300
AMPHITHEATRE	\$600	\$350	41%	\$300	\$600	\$300	\$300	\$200	33%	\$300	\$300	\$300
COTTAGE ROOM	\$400	\$250	37%	\$200	\$400	\$200	\$200	\$150	25%	\$200	\$200	\$200
PISANO ROOM	\$400	\$250	37%	\$200	\$400	\$200	\$200	\$150	25%	\$200	\$200	\$200
COTTAGE~PISANO COMBINED	\$700	\$475	32%	\$400	\$700	\$400	\$400	\$275	31%	\$400	\$400	\$400
GREEN ROOM (per hour)	\$30	\$20	33%	\$15	\$30	\$15	\$15	\$10	33%	\$15	\$15	\$15
ROTUNDA (when no other space is rented)	\$600	\$450	25%	\$300	\$600	\$300	\$300	\$250	33%	\$300	\$300	\$300
ARTS CLASSROOM (per hour)	\$0	\$25	0%	\$20	\$25	\$20	Ş	\$15	16%	\$20	\$20	\$20
SENIOR CENTER (per hour, after closing)	\$0	\$25	50%	\$30	\$50	\$30	\$	\$20	33%	\$30	\$30	\$30
POOL (per hour; after closing)	\$0	N/A	n/c	\$65	\$70	\$65	\$	O N/A	N/A	\$65	\$65	\$65
OMEGA-NU STAGE/West Park®	\$0	\$750	37%	\$650	\$1,200	\$650	\$	\$450	30%	\$650	\$650	\$650

PRICE PER DAY		Us Gro	User Group D			
	Current	Sun-Wed	Proposed Discount	Thur-Sat	Sun-Sat	Sun-Sat
ENTIRE INSIDE SQUARE*	\$0	\$1,300	13%	\$1,500	\$0	\$0
ENTIRE INSIDE/OUTSIDE SQUARE*	\$0	\$1,700	15%	\$2,000	\$0	\$0
CPL THEATRE	\$350	\$250	28%	\$350	\$0	\$0
KIRST HALL	\$300	\$250	16%	\$300	\$0	\$0
CRETE HALL	\$200	\$175	12%	\$200	\$0	\$0
DAPHNE'S KITCHEN	\$100	\$75	25%	\$100	\$0	\$0
THOMAS THEATRE	\$150	\$125	16%	\$150	\$0	\$0
AMPHITHEATRE	\$150	\$125	16%	\$150	\$0	\$0
COTTAGE ROOM	\$100	\$75	25%	\$100	\$0	\$0
PISANO ROOM	\$100	\$75	25%	\$100	\$0	\$0
COTTAGE-PISANO COMBINED	\$200	\$150	25%	\$200	\$0	\$0
GREEN ROOM (per hour)	\$0	¢n.	0%	\$0	\$0	\$0
ROTUNDA (when no other space is rented)	\$150	\$100	33%	\$150	\$0	\$0
ARTS CLASSROOM (per hour)	\$0	\$0	n/a	\$0	\$0	\$0
SENIOR CENTER (per hour, after closing)	\$0	\$0	n/a	\$0	\$0	\$0
POOL (per hour; after closing)	\$0	NAME OF TAXABLE PARTY.	n/a	\$60	\$0	\$0
OMEGA-NU STAGE/West Parker	\$0	\$300	14%	\$350	\$0	\$0

Group A: Individuals; for-profit businesses
Group B: Local non-profits with a 501(c)(3) designation
Group C: City Associates (Arts Commission; HSS Instructors; other appointed boards, commissions groups)
Group D: City (subject to bump w/in 30 days of a Group A booking)

NOTE: Security Deposits will be collected on rentals for Groups A & B equal to the full rental rate for Thur-Sat of Group B.

*Inside of Square = Theatre, Rotunda, Kirst Hall, Crete Hall, Daphne's Kitchen, Thomas Theatre, Cottage/Pisano Rooms ONLY

**Whole West Park must have approval of City Manager first

Rental Fees do not include charges for additional items, security guards or other labor

Supplemental/ Ancillary Equipment Rental Fees

				Deposit -	Deposit -
Item	Current Fee (ea.)	Proposed Fee (ea.)	Set-up	On-site use	Off-site Use
Easels (metal)	\$0	\$5	\$0	None	\$100
Easels (wood - see Arts Comm)	\$0	\$10	\$0	None	\$200
Art Panel w/ hangers	\$25	\$25	\$0	None	n/a
8 x 6 x 24 riser (stage)	\$30	\$50	\$0	None	\$1,000
8 x 6 x 8 riser (stage)	\$30	\$30	\$0	None	\$1,000
8' wood beverage bar	\$0	\$95	\$0	None	n/a
6' wood beverage bar	\$0	\$75	\$0	None	n/a
5' projection screen	\$30	\$30	\$0	None	\$150
Podium (Amplified)	\$30	\$30	\$0	None	n/a
Overhead projector w/ table	\$40	\$40	\$0	None	\$250
TV/VCR combo	\$30	\$30	\$0	None	n/a
Tent Canopy - 10' x 10'	\$40	\$95	\$0	None	\$500
Tent Canopy - 20' x 30'	\$40	\$300	\$0	None	\$1,000
THEATRICAL					
STRIP LIGHTS	\$10	\$10	\$0	None	n/a
FIXED LIGHTS	\$2.50			None	n/a
SPOTLIGHTS	\$2.50			None	n/a
ORCHESTRA SHELL	\$15.0	the same of the sa		None	n/a
MUSIC STAND LIGHTS	\$1.50			None	n/a
PIANO RENTAL (CPL)	\$250			None	n/a
PIANO RENTAL (Kirst)	\$240			None	n/a
PIANO TUNE	prevailing rate + 10%	prevailing rate + 10%	\$0	None	n/a
Piano moving	prevailing rate + 10%	prevailing rate + 10%	\$0	None	n/a
LEVEL ONE TECH per 8 hrs	\$300			None	n/a
LEVEL ONE TECH OT/per HR	\$55			None	n/a
LEVEL TWO TECH per hour	\$16	4		None	n/a
LEVEL TWO TECH OT/per HR	\$24			None	n/a
Tables/Chairs Set Up-Tear Down - Banquet Kirst	n Fee	\$0	n/a	None	
Banquet Crete	30		A	None	n/a
- Banquet Thomas	\$0 \$0			None	п/а
- Banquet Cottage/Pisano	\$0	And the second s	1	None	n/a
- Lecture Kirst	\$0			2.2	n/a
- Lecture Crete	\$0		AND DESCRIPTION OF THE PARTY OF	None	n√a n/a
- Lecture Thomas	\$0		1	None None	n/a
- Lecture Cottage/Pisano	\$0		1	None	n/a
Linens (white only/all sizes)	\$0	T.		I None	n/a
Coffee pot - 100 cup	\$0	\$25	\$0	None	\$100
Coffee pot - 50 cup	\$0	\$15	\$0	None	\$7!
Security Guard	prevailing rate + 10%	\$17/per hr	\$25/per hr	for OT	
Insuran <u>ce</u>	prevailingrate]			1
NOTE: n/a = item NOT available f	or use off-site				